Claim 1 (Currently Amended): A method for allowing a consumer to access an advertiser's location over a global communication network from a consumer's computer disposed at a consumer's location on the network, comprising the steps of:

      defining an archive location in the consumer's computer, accessible when an archive

5   flag is set;

      broadcasting a normal broadcast program to a class of consumers having a unique signal embedded therein, which unique signal embedded therein contains no routing information and is associated with a particular advertiser and a predetermined and associated advertiser location on the network and wherein the unique signal has encoded therein a unique code that correlates with

10   the location of this predetermined advertiser location on the network;

      receiving the ~~unique signal~~ normal broadcast program at a consumer's location;

      extracting the unique signal from the received normal broadcast program;

      decoding the unique extracted signal to extract therefrom the unique code;

      in response to the step of decoding, automatically accessing a relational database

15 ~~according to the unique code for~~ having stored therein an associative data set for a plurality of unique codes and associated predetermined advertiser location and the associated routing information therefor and determining the routing information to the predetermined advertiser location on the network from a consumer's computer on the network at the consumer's location that is associated with the extracted unique code; and

20   archiving in the consumer's computer at the archive location the determined routing information.

Claim 2 (Currently Amended): The method of Claim 1, wherein the step of automatically accessing in response to the step of decoding comprises:

      accessing an intermediate location on the network with the consumer's computer, the intermediate location having a local database associated therewith, which local database has [[an]]

5   the associative data set contained therein for [[a]] the plurality of unique codes and associated predetermined advertiser locations and the associated routing information therefor;

      forwarding the unique code to the intermediate location over the network connection;

      comparing the received unique code with the plurality of unique codes in the

database; and

10   if there is match, forwarding the associated routing information back to the consumer's computer to be archived.

Claim 3 (Currently Amended): The method of Claim 1, wherein further comprising a step of providing a unique user ID at the consumer's location associated with the consumer's computer and forwarding the unique user ID to an intermediate location after access thereof and in conjunction with forwarding of the unique code thereto, wherein a local database at the intermediate location

5   has stored therein as the associative data set an associative database between a plurality of user IDs and associated predefined user profile information for each of the user IDs stored therein and;

if there is a match between the received user IDs and the stored user IDs, forwarding the associated user profile information back to the consumer's computer for archiving therein in association with the archived routing information;

10   wherein the consumer can, at a later time, access the archived information to both access the predetermined location on the network associated with the routing information and also forward the user ID and user profile information thereto.

Claim 4 (Original):   The method of Claim 3 wherein additional information is stored in conjunction with each of the unique codes and the associated routing information which additional information represents information that is to be forwarded to the predetermined location upon access thereof and wherein this additional information is forwarded back to the consumer's computer for

5   correlation with the associated routing information.